

### Abstract

Systems and methods for a user to receive dynamic business information on a wireless communication device via a wireless connection are presented. The wireless communication device can be a hand-held personal computer, a paging device, a wireless telephone, or other wireless communication device. Dynamic business information comprising subscription-based content that is tailored to an individual is delivered to the device. The systems and methods provide a mechanism for setting personalized thresholds for data items maintained by an application. These thresholds can then be used to enact an event (or alert) via the application when the threshold is met. For example, the alert can be an audible sound or a display of a message that appears on the wireless communication device. As a further example, the alert can comprise an e-mail received on the wireless communication device.

"Express Mail" mailing label number: EL671639115US

Date of Deposit: March 28, 2001

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